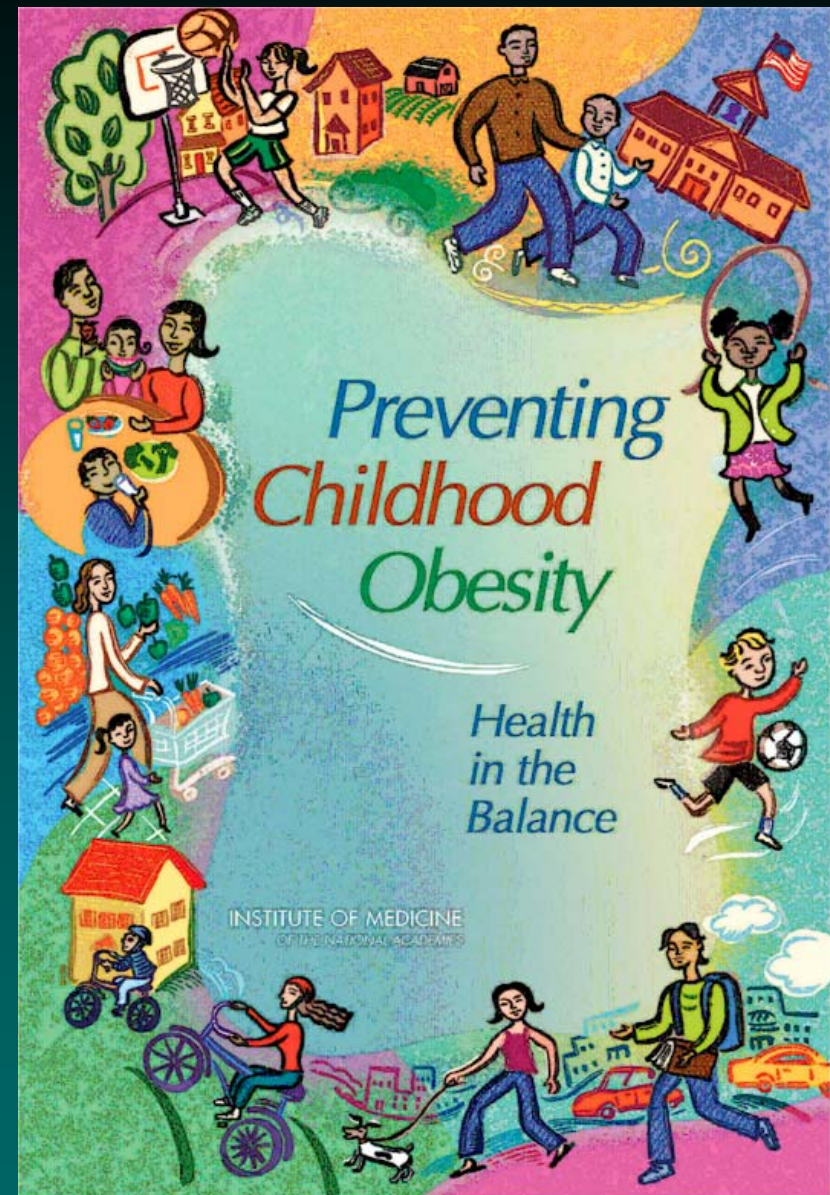


Connecting to Health in the Balance – Science, Policy, and Action

Linda D. Meyers, Ph.D.
Director
Food and Nutrition Board
Institute of Medicine
The National Academies

**Nutrition Connections
September 12, 2005**

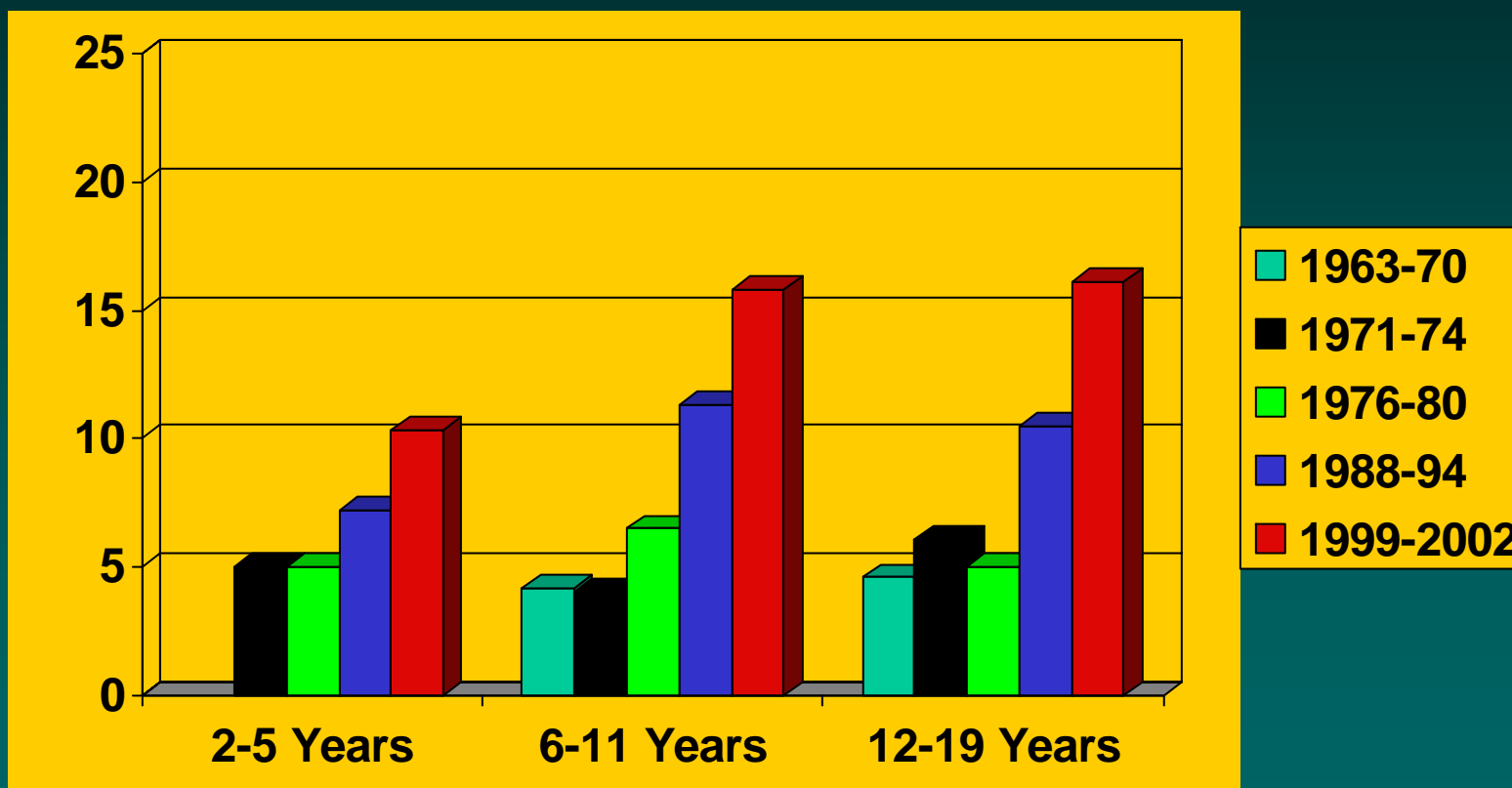
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An Epidemic of Childhood Obesity

9 million U.S. children and youth older than 6 years



Background

- Congressional directive (2002)
- Sponsors: CDC, NIH, ODPHP, RWJF
- Task: prevention-focused action plan
- 19-member committee
- Formal external review
- Issued September 30, 2004

Committee on Prevention of Obesity in Children and Youth

JEFFREY KOPLAN (*Chair*), Emory
University

DENNIS BIER, Baylor College of
Medicine

LEANN BIRCH, Pennsylvania State
University

ROSS BROWNSON, St. Louis
University

JOHN CAWLEY, Cornell University

GEORGE FLORES, The California
Endowment

SIMONE FRENCH, University of
Minnesota

SUSAN HANDY, University of
California, Davis

ROBERT HORNIK, University of
Pennsylvania

DOUGLAS KAMEROW, RTI International
SHIRIKI KUMANYIKA, University of
Pennsylvania

BARBARA MOORE, Shape Up America!

ARIE NETTLES, University of Michigan

RUSSELL PATE, University of South
Carolina

JOHN PETERS, Procter & Gamble
Company

THOMAS ROBINSON, Stanford
University

CHARLES ROYER, University of
Washington

SHIRLEY WATKINS, SR Watkins &
Associates

ROBERT WHITAKER, Mathematica
Policy Research

CATHARYN LIVERMAN, *Study Director*

VIVICA KRAAK, *Senior Program Officer*

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Review of Evidence

- Best *available* evidence
- Integrated approach
 - Limited obesity prevention literature
 - Evidence from other public health issues
 - Dietary and physical activity literature

Key Conclusions



- Serious nationwide health problem that requires urgent attention and population-based prevention.
- Involves healthy eating behaviors and regular physical activity.
- Needs individual efforts and societal changes. Must involve multiple sectors and stakeholders.

What is Needed?

- Leadership
- Efforts at all levels
- Change in societal norms
- Evaluation
- Resources

**Obesity Prevalence
Increasing**



**Healthful Eating
Behaviors and
Physical Activity
are the Norm**



Obesity Prevention Actions

- National Public Health Priority
- Healthy Marketplace and Media Environments
- Healthy Communities
- Healthy School Environment
- Healthy Home Environment

National Priority

- Federal coordination
- Programs and research to prevent childhood obesity (include focus on in high-risk)
- Resources for state and local grant programs, support for public health agencies
- Independent assessment of federal nutrition assistance programs and agricultural policies
- Research and surveillance

Healthy Marketplace and Media Marketplace Implications

- Need to change food and physical activity behaviors to achieve energy balance.
- Industries can be instrumental in changing consumer behaviors.
- Many opportunities exist to influence consumers' purchase decisions (e.g., develop, package, label, promote, distribute, and price)

Healthy Marketplace and Media

- Products, meals, and opportunities
- Labeling
- Advertising and marketing
 - National conference to set guidelines
 - Industry self-regulation
 - Congress should give FTC authority to monitor compliance
- Multi-media and public relations campaign

Healthy Marketplace and Media Nutrition Labeling

- Revise Nutrition Facts panel to also prominently display total calorie content for items typically consumed at one eating occasion
- Examine ways to allow greater flexibility in use of evidence-based nutrient and health claims.
- Conduct consumer research to maximize use of the nutrition label and other food guidance systems.

Healthy School Environment

- Develop nutritional standards for all school foods
- Increase physical activity – at least 30 minutes
- Enhance curriculum
- Reduce in-school advertising
- Utilize school health services
- Provide individual student BMI assessments to parents
- Bolster after-school programs
- Use schools as community centers

Healthy Communities

Mobilize communities

- coalitions
- high-risk populations
- community programs

Enhance built environment

- City planning practices
- Prioritized capital improvements
- Physical activity opportunities
- Access to healthful food

Healthy Homes

Promote healthful eating behaviors and regular physical activity for children

- Breastfeeding
- Healthful foods
- Healthful food decisions
- Physical activity opportunities
- Limits on TV and recreational screen time
- Weight discussions with health care provider

Research Priorities

- Evaluation of interventions
- Behavioral intervention research behaviors.
- Community-based population-level research

Follow-on and Related Activities

- Presentations to Professional Communities
- Project on Effect of Food Marketing on Diets of Children and Youth
- Project on Progress in Preventing Obesity in Children and Youth

Effect of Food Marketing on Diets of Children and Youth

Impetus: Requested by CDC Division of Nutrition and Physical Activity in response to congressional directive to CDC

Task: Review effects of food and beverage marketing on diets of children and youth
Recommend ways to foster healthy food and beverage choices by children and youth

Product: Report in late fall 2005.

Progress in Preventing Childhood Obesity

Purpose

- Develop an evaluation approach to assess progress in obesity prevention actions for various sectors
- Implementation of report recommendations

Process

- Three regional workshops -- schools, communities and government, and industry
- Committee deliberation

Product

- Report on progress June 2006

Supported by the Robert Wood Johnson Foundation

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Jeffrey P. Koplan, Catharyn T. Liverman, and Vivica A. Kraak, Editors, Committee on Prevention of Obesity in Children and Youth

436 pages, 6 x 9, 2005

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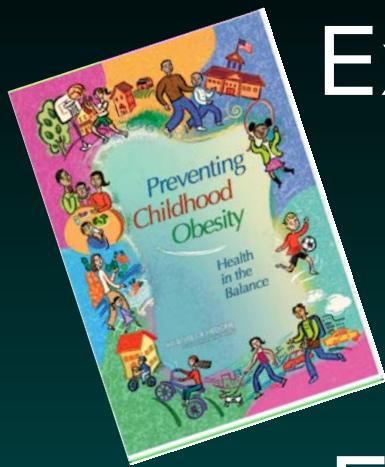
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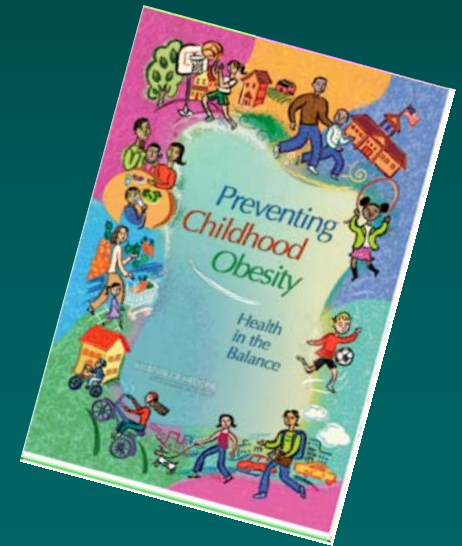
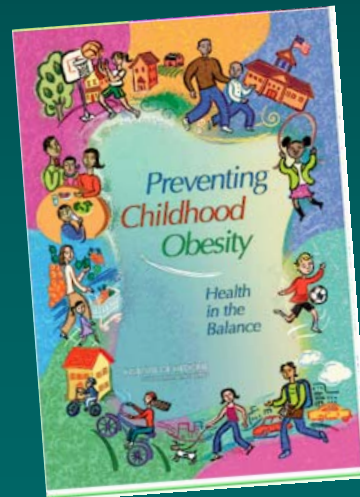
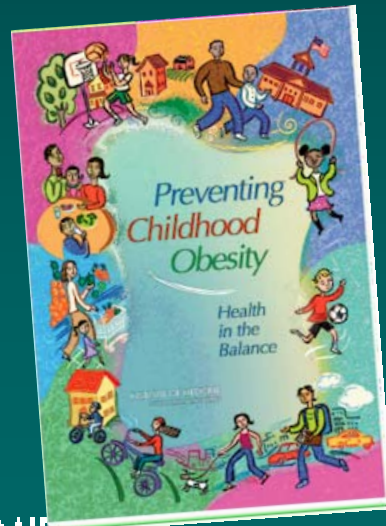
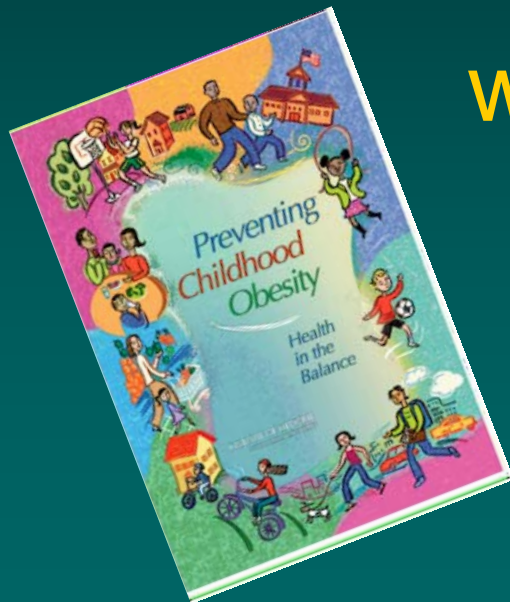
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